



Grow Your Business Using Facebook

How to Get Results Without "Paying to Play"





Protect the Piggy



The Facts


- 1.6 Billion Active Users
- More than 1 Billion Log In Every Day
- Advertisers grew from 2 million to 3 million in the past year.
- Average Person could see 300 – 600 posts / hour. Facebook will show you about 12 of them.



The Facts


Social Media Examiner Survey: Is Your Facebook Marketing Working?

- 62% said they saw a decline or don't know if it's working.



The Facts


**It's Not Working As Well As It Used to
But There are Still Things We Can Do**

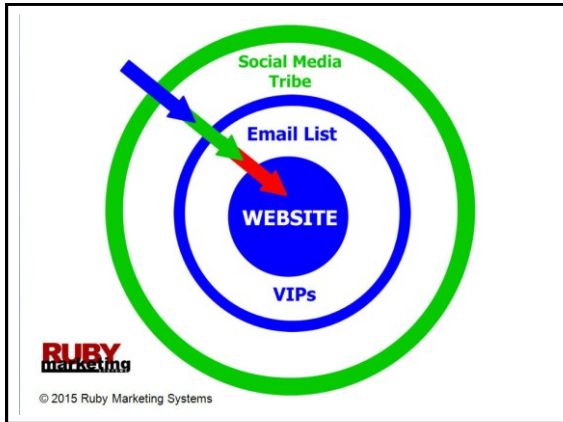


What Will Never Change

You Must Always:

- **Have a Clear Strategy**
- **Know Your Customer Inside and Out**
- **Focus on Growing Your Email List**





Disclaimer

What we talk about today may change by the time we leave this room.

Remain Nimble!

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Who Am I?



Founder & CEO – Ruby Marketing

Online Marketing Agency

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Terminology

- Organic Content – Posts which are not paid for.
- Organic Reach - How many people see your organic content.
- News Feed — The place on Facebook where you see your friend's and pages' posts.
(FB controls what you see here).

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Terminology

- Timeline - The section on YOUR page or profile where you post your latest messages, images and videos. Posts are in chronological order like a blog. You can also post messages to your friends' Timelines if they allow you to do so.

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Terminology

- Profile – Your Personal Profile as an Individual
- Page - Business Page - Fan Page

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Terminology

Facebook's Algorithm

An algorithm that Facebook uses to determine what articles should be displayed in your News Feed. It is a machine learning algorithm that, as of 2013, takes more than 100,000 factors into account. (It used to be called EdgeRank)



Agenda

- Your Personal Profile and Your Business Page – Friends or Enemies?
- How Important Are Likes Anymore?
- Last Month's Facebook Announcement and What to Do About It
- Tips for Creating Engaging Organic Content
- Your Analytics – What to Track and What to Ignore



Personal vs Business

- Profile - Non-commercial use and represent individual people.
- Pages - Look similar. Have unique tools specifically for businesses, and non-profits.



Know This . . .

Using a Facebook Personal Profile for business is a violation of Facebook's Terms of Service.

- What you post on your business page will NOT post to your personal page.
- What you post on your personal page will NOT post to your business page.



A Business Page Gives You . . .

- Analytics
- Post scheduler
- Unlimited fans (Personal profiles limited to 5,000 friends)
- Assign different roles to manage your page
 - Admin
 - Editor
 - Moderator
 - Advertiser
 - Analyst
- Access to Facebook Advertising



How Important Are Likes?

- Fans / Likes / Followers
- Vanity Metric?
- Give Your Business Credibility
- May represent your best customers, but not all of your customers / potential customers
- Make your ads more effective.



How Important Are Likes?

- Only Fans Have the Possibility of Seeing Your Organic Content
- Fans / Likes Are the First Step.



Last Month

Facebook wants users to connect to the stories that matter to them the most.

- Facebook Told Us How it Decides What Shows up in Your News Feed



Every Time You Log In

- A relevancy score is calculated for every single story.
- And then they are ordered based on how interesting they are to "you".



Personal Level

1. Who? What is the relationship between you and that entity?
2. What? Type of content you prefer. (Video, images, text)
3. What? Kinds of content. (Music, babies, cars)



Post Level

1. The amount of interaction a post has received (Likes/loves, shares, comments)
2. Recency. How recent is the post. (engagement trumps recency)



Page Level

- Amount of time spent reading your stuff.
 - How fast do fans scroll past your content? Do they stop and read? For how long?
- Spring Back Time – When your fans click on your post, how long do they spend on that post, or do they "spring back" to Facebook immediately? (An immediate spring back is a negative ding.)
- Content Source Frequency – 5 posts in a row from the same company and Facebook is going to scale you back.



What to Do

- Compelling Headlines – with content that delivers.
- Emotional Words
 - Happy Birthday (not Happy Anniversary)
 - Celebrations! Congratulations!
- Live Video – Big visibility here!
 - Talk about your products all you want. No ding!
- But . . .

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What to Do

- Not everyone likes video.
 - Experiment with different types of content: short form, long form, text, images, links.
 - Find out what YOUR audience likes.
- 4 Types of Content: Text, Links, Images, Video
- According to a Socialbakers study video is the most important engagement driver, followed by text updates, links and photos.

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HELPING YOU

What to Do

- Post regularly.
 - Recency is an important signal of relevancy.
- Use Audience Optimization
 - Tool to get you higher engagement from people who already like your page. Of your audience who likes those interests, it's more likely to not just show it to a random sampling of your audience but to those who actually like those things.

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The screenshot shows the Facebook Page Settings interface. The 'Audience Optimization for Posts' setting is highlighted with a red arrow. The setting is currently turned on. A second red arrow points to the 'Turn Off' button for this setting.

Setting	Description	Status
General	Page is listed to Favorites	On
Page Visibility	Page is listed	On
Page Verification	Page is not verified	On
Water Photo	Anyone can upload to this Page. Photos can only be shared and added to this Page.	On
Audience Optimization for Posts	The ability to select a preferred audience and restrict the audience for your posts is turned on.	On
Messages	People can contact my Page privately.	On
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	On
Apps	People and other Pages can tag my Page.	On
Country Restrictions	Page is visible to everyone.	On
Age Restrictions	Page is shown to everyone.	On
Page Moderation	No words are being blocked from this Page.	On
Privacy Filter	Set to medium.	On
Senior Page Suggestions	Choose whether your Page is recommended to others.	On

The screenshot shows the Facebook post creation interface. The 'Audience Restrictions' dialog box is open, showing the 'Preferred Audience' tab. The dialog box has a red circle around the 'Audience Restrictions' tab and a red line under the 'Preferred Audience' tab.

Preferred Audience | Audience Restrictions

Choose the people you'd like to reach in News Feed. People in this group are more likely to see your post.

Interests @

Search interests | Suggestions | Browse

Have a Question? Read our Guidelines. Cancel Save

The screenshot shows the Facebook Audience Restrictions dialog box. The 'Audience Restrictions' tab is selected. The dialog box shows the following settings:

Limit who can see this post. Only people in the audiences you choose can see this post anywhere on Facebook.

Age @

13 - 65+

Gender @

All Men Women

Locations @

Include | Add locations

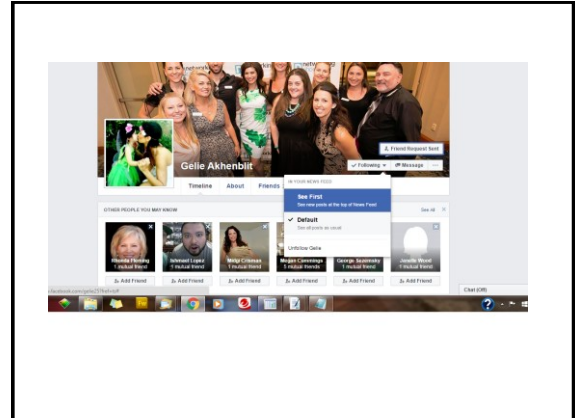
Languages @

Enter a language...

Have a Question? Read our Guidelines. Cancel Save

What to Do

- See First Function
 - Assume your audience is unaware of this.
 - Teach them how to do it.



What to Do

- Repurpose Content . . .
 - Into different post types (text, image, video)
 - As links from different sites (webpage, Twitter, Pinterest, LinkedIn, etc.)
- Curate Content
 - Share 3rd Party Content
 - Guest Blog



What to Do

- Follow . . .
 - Your Competitors
 - Industry Influencers
 - Businesses with a Similar Audience
 - Others Who Do Facebook Well
- And Model Them



What NOT to Do

- "Please Comment" "Please Share" etc.
 - Negative keywords Facebook is tracking.
- An Organic Pitch
 - Anything for sale. Even if it's free.
- Posting the same link rapidly in succession.
- Assume that what worked 6 months ago will work today.



Key is Building Relationships



Analytics



Select Key Metrics

- # of Fans
- Fan Reach – What percentage of my fans are seeing my content?
- Post Engagement – Of those who saw it, what percentage engaged with it.
- Negative Feedback – Hiding posts, hiding page, unliking, spam reports.



	A	B	C	D	E	F	G	H	I
							THIS IS AN INSERTED COLUMN	THIS IS AN INSERTED COLUMN	
	FormalLink	Post Message	Type	Posted	Lifetime Post Total Reach	Lifetime Engaged Users	Fan Reach	Post Engagement	Lifetime Negative Feedback
					Lifetime: The total number of people who clicked your Page post was served to (unique users)	Lifetime: The number of people who clicked your Page post was served to (unique users)	Lifetime Post Reach / # of Fans	Lifetime Engaged Users / Lifetime Post Total Reach	Lifetime: The number of people who have given negative feedback to your post. (unique users)
4	https://www.FacelThe.Ivory.Carn.Pho		Photo	5/16 3:12 PM	23	2	6%	8.7%	0
5	https://www.FacelThe.Ivory.Carn.Pho		Photo	5/16 3:03 PM	127	15	31%	8.6%	0
6	https://www.FacelThe.Ivory.Carn.Pho		Photo	5/16 8:46 AM	176	12	32%	9.0%	0
7	https://www.FacelThe.Ivory.Carn.Pho		Photo	5/16 9:26 AM	322	53	79%	18.4%	1
8	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/20 9:18 AM	261	66	69%	16.3%	1
9	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/24 10:39 AM	133	9	31%	7.3%	0
10	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/23 10:17 PM	139	15	30%	8.3%	0
11	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/23 8:45 AM	555	166	11%	19.3%	0
12	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/22 10:45 AM	43	4	13%	8.3%	0
13	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/22 10:45 AM	29	3	7%	10.3%	0
14	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/21 10:30 AM	158	17	41%	10.7%	0
15	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/20 10:40 PM	137	24	87%	6.2%	0
16	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/18 10:40 PM	283	28	99%	7.3%	0
17	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/18 10:40 AM	134	6	35%	3.2%	0
18	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/17 10:40 AM	148	7	39%	4.7%	0
19	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/16 10:40 AM	186	6	28%	7.5%	0
20	https://www.FacelThe.Ivory.Carn.Pho		Photo	4/15 10:40 AM	85	3	22%	11.2%	0



Select Key Metrics

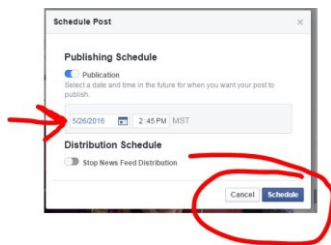
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Scheduling Posts



Scheduling Posts



Thank You



Questions??

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